

**THE FACTORS CONTRIBUTE TO THE
CUSTOMERS' ACCEPTANCE TOWARDS 'TALK
AROUND A CLOCK' CALL PLAN INTRODUCED
BY TELEKOM**

**RAJA SHAHRIZAL BIN RAJA AHMAD SHAFIEI
2003270287**

**Submitted in Partial Fulfillment of the
Requirement for the Bachelor of Business
Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

APRIL 2005

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

‘DECLARATION OF ORIGINAL WORK’

I, R. SHAHRIZAL BIN R. AHMAD SHAFIEL, (I/C Number: 820906-05-5467)

Hereby declare that:

This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

This project paper is the result of my independent work and investigation, except where otherwise stated.

All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

Signature: *VM*

Date: 9TH APRIL 2005

LETTER OF SUBMISSION

Raja Shahrizal B Raja Ahmad Shafiei

Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
78000 Alor Gajah
Malacca

April 2005

Prof. Madya Pn. Zaihan Bt Abdul Latip

Program Coordinator
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Malacca Campus

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper **“THE FACTORS THAT CONTRIBUTE TO THE CUSTOMERS’ ACCEPTANCE TOWARDS ‘TALK AROUND A CLOCK’ CALL PLAN INTRODUCED BY TELEKOM”** to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,



RAJA SHAHRIZAL B RAJA AHMAD SHAFIEI

2003270287

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purpose of the study is to identify the factors could be contributed to the customers' acceptance towards 'Talk Around a Clock' call plan introduced by Telekom. The research is focus on four major factors which are demographic factors (gender, age, race, marital status, education, residential area income), marketing efforts of the company which is rely on advertisements, usage of telephone (telephone bill exceed RM65) and benefits of the call plan.

Based on the problem statement, this research is conducted to achieve these objective; (1) To determine whether demographic factors have positively influence the customers that subscribe the 'Talk Around a Clock' call plan, (2) To identify which one of the advertisements (TV, newspaper, radio) used by Telekom influence customers to subscribe the 'Talk Around a Clock' call plan., (3) To know whether the monthly telephone bill of customers have significant relationship with the customers acceptance towards call plan and (4) To examine whether there is significant relationship between the benefits of the call plan and the acceptance towards the call plan.

From the findings, not all the demographic factors have positive relationship with the acceptance of customers towards the call plan. Only age and residential area of the customers have positive relationship towards the customers' acceptance

towards the call plan. Television is the advertisement media used by the company that has influence most subscribers to subscribe the call plan. The average monthly telephone bill does have significant relationship with the acceptance of customers towards the call plan. The higher the telephone bill of the customers is the higher probability that they would subscribe the call plan. Moreover, the customers are likely to be attracted to the benefits offered from the call plan.